

ZERO DEGREES



Properties list:

end-user packaging
range of products
new product
ready to use
disposable packaging
teens
cheer-pack
polylaminated
transgressive
smooth
metallic
identity by shape
identity by system of colour
juices
identity by abstract shapes

Turner Duckworth created an unholy mix of snowflakes, warning signs, and Ninja throwing stars on metallic foil pouches to convey the "dangerously cold" proposition of Zero Degrees, a frozen soft drink with attitude.

Reference: [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

Credits:

Agency: Turner Duchworth

Designer: David Turner, Bruce Duckworth, Sam Lachlan

Other images: